

Message Text

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15/61

ORIGIN ARA-20

INFO OCT-01 ISO-00 EB-11 COME-00 USIA-15 SAM-01 CIAE-00

INR-10 NSAE-00 RSC-01 AID-20 OMB-01 TRSE-00 EA-11

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66610

DRAFTED BY: ARA/ECP:EMCOHEN:JD

APPROVED BY: ARA/ECP:WKNEPPER

ARA/CEN:SLIPPE

EB/CBA/OCA:JSIMMONS

COMMERCE:OIM/BIC:WSLYNCH

COMMERCE:OIM/BIC:RSTERN

USIA-ILA:JCORR

----- 086109

R 051629Z FEB 74

FM SECSTATE WASHDC

TO AMEMBASSY MANAGUA

UNCLAS STATE 023647

C O R R E C T E D C O P Y (PARA 2(E) LINES 3 AND 6 OMITTED)

E.O. 11652: N/A

TAGS: BEXP, NU, AFSP

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) -
NICARAGUA

REF: (A) MANAGUA 4860; (B) MANAGUA 4838; (C) MANAGUA
4884; (D) STATE 16997

1. ACTION STAFF FOR NICARAGUA CAP HAS BEEN ESTABLISHED AS
FOLLOWS:

FROM STATE - ARA/CEN, STUART LIPPE, CHIEF OF NICARAGUAN
POLITICAL/ECONOMIC AFFAIRS; ARA/ECP - EDWARD M. COHEN,
DEPUTY REGIONAL COMMERCIAL COORDINATOR; EB/CBA/OCA JOHN
SIMMONS, ARA LIAISON OFFICER.

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FROM COMMERCE - OIM/BIC, WILLIAM S. LYNCH, DEPUTY ASSIST-
ANT DIRECTOR: ROBERT STERN, NICARAGUA COUNTRY SPECIALIST.

FROM USIA-ILA, JOHN CORR, NICARAGUA PROGRAM OFFICER

2. ACTION STAFF HAS CAREFULLY REVIEWED EMBASSY'S PROPOSED
CAP (REFTEL A), AND SUBMITS FOLLOWING COMMENTS:

(A) ON THE WHOLE, CAP IS COMMENDABLY AMBITIOUS, FINELY-
FOCUSSED AND WELL-PREPARED. ACTION STAFF HAS OBTAINED
STATE/COMMERCE/USIA CONCURRENCE FOR IT, SUBJECT TO MINOR

MODIFICATIONS OUTLINED BELOW

(B) RE OBJECTIVE ONE, ACTION ONE, WE ASSUME THAT
EMBASSY'S INITIAL APPROACHES TO GON WILL BE ON INFORMAL
(REPEAT INFORMAL) BASIS, AND THAT EMBASSY WILL KEEP STATE
AND COMMERCE POSTED ON GON'S RESPONSES, PARTICULARLY WHEN
AND IF STAGE IS REACHED WHERE EMBASSY REQUIRES AUTHORIZA-
TION FROM WASHINGTON TO PUT FORTH A FORMAL USG PROPOSAL OR
COUNTER-PROPOSAL. RE ACTION THREE, WE UNDERSTAND THAT
EMBASSY HAS ALREADY SURVEYED LOCAL MARKET FOR BUSSES AND
HAS CONCLUDED THAT ONE-YEAR SUSPENSION OF GON IMPORT
DUTIES ON BUSSES WOULD APPRECIABLY FACILITATE U.S. SALES.
WE COMMEND EMBASSY'S INITIATIVE ON THIS, AND WE SUGGEST
THAT (IF EMBASSY'S HEAVY WORKLOAD PERMITS) EMBASSY
PROMPTLY SUBMIT RESULTS OF THIS SURVEY IN A DESK STUDY ON
THE NICARAGUAN MARKET FOR BUSSES, INCLUDING EMBASSY'S
ANALYSIS OF PROSPECTS THAT U.S. EXPORTERS OF BUSSES COULD
MEET AND BEAT EUROPEAN AND JAPANESE COMPETITION.

(C) RE OBJECTIVE TWO, ACTION TWO, WE UNDERSTAND THAT
COMMERCE IS SUPPLYING THE REQUESTED DESCRIPTIVE BROCHURES;
AND AS REGARDS VISITS OF NICARAGUANS TO THE PACKAGING EX-
POSITION IN NEW YORK THIS APRIL, PLEASE SEE REFTEL D, A
RECENT CIRCULAR PROVIDING GUIDELINES ON FACILITATION OF
SUCH VISITS. RE ACTION FOUR, WE PROPOSE THAT (IF POSSIBLE)
TARGET DATE BE MOVED UP TO APRIL 30, SO THAT THE EMBASSY
AND COMMERCE MIGHT BE ABLE TO TIE IN THE ENVISAGED TRADE
OPPORTUNITIES WITH THE JUNE 1974 EXHIBITION AT THE U.S.
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TRADE CENTER IN MEXICO.

(D) RE OBJECTIVE FOUR, ACTION THREE IS NO LONGER FEASI-
BLE, SINCE THE SEMINAR WHICH WAS TO HAVE BEEN HELD IN SAN
JOSE THIS JUNE HAS BEEN POSTPONED INDEFINITELY. WE THERE-
FORE PROPOSE RE-WORDING OF ACTION THREE: "IF DURING
FY 1974 COMMERCE AND/OR ANY OF THE U.S. EMBASSIES IN OR
NEAR THE CENTRAL AMERICAN REGION DECIDE TO SPONSOR IN

FY 1975 A TECHNICAL SEMINAR OR OTHER PROMOTIONAL EVENT FOR U.S. HOSPITAL AND MEDICAL EQUIPMENT, BEGIN PROMPTLY TO ENCOURAGE NICARAGUAN POTENTIAL CUSTOMERS/DISTRIBUTORS TO ATTEND."

(E) RE OBJECTIVE FIVE, ACTION THREE, IT IS NOT CLEAR TO US WHETHER AN EMBASSY OFFICER WILL--AS WE BELIEVE NECESSARY--HAVE FINAL RESPONSIBILITY FOR APPROVING DRAFTS OR OTHER ACTIONS UNDERTAKEN BY AMERICAN SECRETARY, NOR IS IT CLEAR WHETHER U.S. VISITORS WOULD BE RECEIVED BY AN EMBASSY OFFICER--AS WE BELIEVE DESIRABLE--BEFORE BEING REFERRED TO LOCAL SECRETARY AS INDICATED IN TEXT. WE PROPOSE REVISING TEXT OF ACTION THREE TO READ: "EFFECTIVE IMMEDIATELY, AMERICAN SECRETARY IN ECONOMIC/COMMERCIAL SECTION WILL DRAFT REPLIES TO ALL INCOMING MESSAGES WHICH REQUIRE ROUTINE (REPEAT ROUTINE) DIPLOMATIC NOTES OR ROUTINE (REPEAT ROUTINE) LETTERS, FOR CLEARANCE BY APPROPRIATE EMBASSY OFFICER BEFORE TRANSMITTAL. ALSO EFFECTIVE IMMEDIATELY, A LOCAL SECRETARY WILL BE TRAINED TO PROVIDE TO BUSINESS VISITORS INFORMATION FROM THE COMMERCIAL LIBRARY OR FROM UNCLASSIFIED FILES; U.S. BUSINESS VISITORS WILL BE RECEIVED BY AN APPROPRIATE EMBASSY OFFICER BEFORE BEING REFERRED TO THIS SECRETARY FOR SUCH INFORMATION."

3. PLEASE RESPOND ASAP RE ABOVE COMMENTS AND PROPOSALS. ACTION STAFF ALSO LOOKS FORWARD TO RECEIVING THE MONTHLY REPORTS OF THE TASK FORCE ESTABLISHED BY THE EMBASSY (REFTEL B), AND WE ENCOURAGE THE EMBASSY TO COMMUNICATE WITH EACH OR ANY OF US WHENEVER THE EMBASSY FEELS A NEED FOR SPECIAL SUPPORT IN WASHINGTON ON A MATTER OF IMPORTANCE FOR THE SUCCESS OF ITS COMMERCIAL ENDEAVORS.

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4. RE REFTEL C, ACTION STAFF IS GRATIFIED TO NOTE EMBASSY'S EMPHASIS ON MARKET RESEARCH. FOREIGN SERVICE INSTITUTE HAS REQUESTED STATE FUNDING FOR SERIES OF TWOWEEK "COMMERCIAL WORKSHOPS" TO BE HELD IN VARIOUS GEOGRAPHIC REGIONS. IF AND WHEN SUCH WORKSHOP IS SCHEDULED FOR ARA REGION, ACTION STAFF WILL SEEK TO HAVE AS MANY AS POSSIBLE OF YOUR OFFICERS AND/OR LOCAL EMPLOYEES ENROLLED. KISSINGER

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